

Ingersoll Paint Book



*All
about
Paint
and
Paint-
ing*

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Ingersoll Paint Book

*Tells All About
Paint and Painting*



Patrons' Paint Works
Incorporated

The Oldest Ready-Mixed Paint House in America

243-245 PLYMOUTH STREET
BROOKLYN, N. Y.

To the Thousands of Property Owners

in every State in the Union
who have, for over half a
century, been using the

INGERSOLL PAINTS

and to Paint Buyers and Users
everywhere, this Little Book
is respectfully dedicated, in
the belief that it will prove
a very valuable aid to them
in securing the MOST
DURABLE and COLOR-
LASTING RESULTS at the
LOWEST POSSIBLE COST

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by Patrons' Paint Works

Our Little Book

THIS Little Book will endeavor to give completely, yet concisely, a history of Paint Making from 1842, when *Ingersoll Paints* — the first Ready-Mixed Paints made in America—were put on the market, down to the present-day methods of manufacture and sale of the various brands of Ready-Mixed Paints.

It will give you full information about Paints purchased from a Dealer or Middleman who is not a Manufacturer, whether he is your Local Storekeeper or a big Supply House, so that you will know in dollars and cents what you receive in actual Paint value, and just how much of your money is wasted in Middlemen's Profits.

It will show you that low-priced Ready-Mixed Paints sold by Retail Dealers and Supply Houses are necessarily made of cheap materials, owing to the profit and expense requirements of the "Retail System." These "low grade" Paints soon fade and crumble off.

It will conclusively prove that the Middleman in the Paint business is unnecessary; that his profits are your loss; and that the "Retail System" should be abolished. See Page 10 for full information.

It will give the reasons why the Best White Lead and Oil Hand-Mixed Paint "chalks" off within a year or so from the time it is applied. Page 39.

This Little Book, having told you what Paints not to use and shown you how to protect yourself against imposition, will give you full information as to the Best Paint to use.

The Ingersoll Paint Book

Shows you the *Ingersoll Way* of doing business **OVER THE HEADS OF THE MIDDLEMEN**, saving you all their expenses and profits, so that the **Best and Most Durable Paint** will cost you less than the price asked by Dealers for common Paints.

It gives full directions for all kinds of Inside and Outside Painting, with suggestions as to color combinations.

It tells about Wood Staining, Varnishing, and Finishing.

It gives the rule for estimating the number of gallons required for any given surface.

It gives full detailed directions for properly applying Paint.

It tells you how to paint up your Carriage, Wagon or Automobile and make it look like new.

It tells you how to properly paint your Roof, whether of Wood, Tin or Iron, so that it will stay painted.

It tells why the better class of Painters have given up the use of Hand-Mixed Paints.

It tells how to secure the **Most Durable and Satisfactory Results at Lowest Possible Cost.**

In short, this Little Book aims to cover the Paint Question completely.

If, in its pages, any information that you desire has been omitted, kindly write to the Publisher, who will gladly furnish the same. Address all communications to

PATRONS' PAINT WORKS

The Oldest Ready-Mixed Paint House in America

243-245 Plymouth St., Brooklyn, N. Y.

The slogan of the Local Dealer is "Keep your money at home." We agree with him,—only keep the money in **YOUR** Bank account, not **HIS**, by buying better Paint "Direct from Factory" at **HALF** the Dealers' prices.

Paint-Making in America

PREVIOUS to the year 1842, all Paints were made by grinding the Pigments with Linseed Oil into a heavy Paste. In this Paste Form it was sold to the User, to be made into Paint by thinning down with additional Oil, Dryers, etc., and mixed by hand until it was supposed to be of proper consistency; the tinting color was then added and stirred in by hand—a slow, tedious and expensive operation—and the results invariably unsatisfactory, owing primarily to the fact that it is impossible to combine White Lead, or other Pigment, with Linseed Oil by Hand-Mixing. See Page 19.

The best that can be done by hand-mixing is to temporarily suspend the particles of Pigment through the Oil. When the stirring stops, the Pigment falls or settles to the bottom, proving conclusively that the particles of Pigment have been merely mingled through the Oil, but not combined with it.

These imperfect hand-mixtures, which will not hold together while being prepared, soon disintegrate when exposed to the action of the elements, and are therefore of little value for Outside Painting, as we shall more fully explain in our article, "Why White Lead Chalks."

Beside the high cost and lack of durability of Hand-Mixed Paints, there are other vital objections. For instance, as the Oil and Coloring Matter are added by guess-work, uniform results in consistency, covering capacity, or color are impossible. Houses painted with Hand-Mixed Paints generally look uneven and blotchy.

It seems to us almost an insult to the intelligence of the American Property Owner that we are not writing of these crude, imperfect, Hand-Mixed Paints in the past tense, as of something long since obsolete.

What would we think of a man who continued to use the Candle Light of our forefathers, with its faint, flickering light, in preference to the infinitely better and cheaper light of our present day,—oil lamps, gas and electricity? Yet, strange as it may seem, there are many who still use the imperfect Hand-Mixed Paint, in preference to a perfectly combined Ready-Mixed Paint.

The Science and Art of Paint Making have advanced just as much as the Science and Art of Light Making. A Paint, scientifically prepared on exact formulas, the Pigments and Oil thoroughly united by steam-mixing and grinding as in *Ingersoll Paint*, is as much superior to the old fashioned Hand-Mixed Paint as the Electric Light is superior to the old fashioned Candle Light.

It will be seen from the above that previous to 1842 Hand-Mixed Paints were the only Paints used in this Country. In 1842, *Ingersoll Paints*, the first Ready-Mixed Paints made, were put on the Market, so that the customer could purchase a paint of any desired color, in any quantity, ready-mixed for immediate use.

Ingersoll Paints, being made on exact formulas, from the Best Materials, properly combined by machinery, proved from three to four times more durable and color-lasting than Hand-Mixed Paints. The Manufacturer, purchasing his Materials at Wholesale in large quantities, was able to sell the *Ingersoll Paints* at a price lower than cost of ingredients for making Imperfect Hand-Mixed Paints.

Owing to their lower cost and superior durability, the use of *Ingersoll Paints* very soon superseded the Imperfect Hand-Mixed Paint. Other Mixed-Paint Factories were started from time to time, but it was not until the year 1870 that any great number of them came into existence.

At first, *Ingersoll Paints* were sold through Traveling Salesmen to Jobbers and Local Storekeepers who, in turn, "Retailed" them to Consumers.

It soon became evident, however, that the **Middlemen were taking advantage** of the great demand for Ready-Mixed Paints by exacting an exorbitant profit. This extortion put the Retail Price of Ready-Mixed Paints so unreasonably high that, to a certain extent, people were forced to use the old Hand-Mixed Paints.

For these reasons, the Manufacturer of *Ingersoll Paints* decided to **ELIMINATE Middlemen entirely**, and to sell **Direct from the Factory to the User, at Factory Prices.**

With the Co-operation and Endorsement of the National Grange, P. of H., representing hundreds of thousands of Members in every State, the **Patrons' Paint Works** was organized in 1874, with two primary objects in view:—

FIRST.—To manufacture the *Ingersoll Paints*, which had then (1874) been in use 32 years, and **proved themselves to be the Most Durable and Economical Paints.**

SECOND.—To sell these Paints “Direct from the Factory to the User” at Factory Prices, **eliminate the Middleman and his Profit, and give the Customer the saving made.**

By cutting out the Middlemen's Profits and Expenses, the cost of *Ingersoll Paint* to Consumers was at once greatly lowered from Dealers' Prices.

When Local Storekeepers and Jobbers throughout the Country realized the fact that the individual Property Owner could purchase his Paint “Direct from the Maker” at the Factory Price, they rightly concluded that their Retail Paint Business, with its enormous Profits, would soon be a thing of the past, **unless they could get some kind of Paint which could be profitably Retailed for the same money charged by the Manufacturer selling Direct to Consumers.**

Knowing that Dealers would handle only Paint on which they could make a good profit

other manufacturers were forced to very much cheapen the quality of their paints, in order to provide for Middlemen's profits.

Of course these cheap mixtures could not prove satisfactory to anyone excepting the Middlemen who were making good profits.

We are confident that your experience will verify the fact that the "cheap" Mixed Paints sold by Dealers, Supply Houses and Jobbers are seldom if ever satisfactory.

In a following article, entitled "The Retail System," Page 10, we give facts and figures to show that the "Tax of the Middlemen's Profits" is the **Biggest Tax You Pay** and an unnecessary Waste of Money.

In closing this little history of "Paint Making in America," we wish to state that *Ingersoll Paints*, which have now been on the Market for over 84 years, are sold "Direct" from the Factory to you, at "Factory Prices." The entire costs and expenses of the Retail System are eliminated, and we can consequently offer you the Best Paint at a lower price than Storekeepers and Dealers must ask for "low grade" Paints. See Page 10 this book.

OLIVER WILSON

Master National Grange P. of H. 1919, wrote:

"I have been a user of *Ingersoll Paints* for years, and I am free to say that in my experience with Paint both lead and oil and various Mixed Paints, I have **NEVER FOUND ANY** that I believe **ARE AS DURABLE** as the *Ingersoll Paints*."

HARRY A. CATON

Master Ohio State Grange 1925, says:

"Nearly 17 years ago my home Grange Hall was painted with *Ingersoll Paint*. The Paint at the end of this long time was in better shape than other paint on buildings painted only a very few years."

Paint Value

Paint is used solely for the purpose of beautifying and protecting the surface to which it is applied. The only true test of Paint Value is Service, and that Paint which will best protect your buildings for the longest period of time is the **BEST PAINT**. Consequently, there can be only one "Standard of Paint Quality" and that is **DURABILITY**. Our Customers claim *Ingersoll Paint* is the **BEST PAINT**.

From J. M. Hawk, Kittanning, Pa.

"I am well pleased with the *Ingersoll Paint*. I used it forty years ago very extensively and had buildings stand thirty years without repainting. I painted my house last Spring, and it looks better than when new."

From Carl V. Davis, Berrien Springs, Mich.

"I have painted three big houses lately with *Ingersoll Paints* and like them better than any I have ever used. I have a few more houses to paint, and I have highly recommended your Paint to my customers."

From Geo. W. Lowe, Zanesville, Ohio.

"Please send me book and prices. The use of *Ingersoll Paints* by our family dates back some forty years. My father used it and the results have always been satisfactory."

From Geo. H. Mabey, Medusa, N. Y.

"I expect to paint my buildings this Spring, and as I have used the *Ingersoll Paints* for the last twenty years and find it the best that money can buy, I do not wish to use any other."

From Curtis Babb, Southwick, Mass.

"It has been eight years this Fall since I used the *Ingersoll Paint* and it has given good satisfaction."

From Wm. A. Hardy, Ashby, Mass.

"In regard to your inquiry, I am waiting for my father as he is going to paint his buildings also. When I order Paint it will be *Ingersoll's* as I have used the same and being a painter know what paint is. I do not know of a better paint. You will get our order between now and Spring."

The Retail System

WHAT IT COSTS YOU

In speaking of the "Retail System" we refer to that method of doing business by which Paint is brought from Factory to Consumer through a long chain of Middlemen as represented by the Wholesale Dealer, Jobber, Supply House, Local Dealer and Storekeeper, **who are not manufacturers**, but simply handle the Paint they sell **for profit**.

The "Retail System" works out like this:—

First:—The Manufacturer, who sells his Paint through Middlemen on long credits, must add to his Factory Price enough to cover his costs for Traveling Salesmen—their salaries and expenses—interest on extended credits and his loss by bad debts.

Second:—The Wholesale Dealer or Jobber in turn adds to the price he paid the Manufacturer an amount amply sufficient to cover his **Profits** and also **Expenses** for Salesmen, Clerks, Rent and Handling Costs, and includes all in his price to Local Dealers and Storekeepers. So **profit is added on profit, cost on cost**, and the price grows.

Third:—The Storekeeper now gets the Paint and, as he handles it in comparatively small quantities, he demands a larger percentage of profit, and so adds to the price he paid the Wholesale Dealer a **good big profit** for himself and **enough more** to fully cover his **store expenses, freight** and other charges.

Fourth:—At this inflated price the Paint is sold to the Consumer, who pays, in addition to the Factory Price of the Paint, **all these accumulated Profits and Expenses** for which he receives **no return in Paint Value**.

So you see, the "Retail System" is **very profitable** to the Middlemen but unfortunately compels the Consumer to **pay double the value** for his Paint.

Some Dealers will tell you they buy direct from the Manufacturer. This may be true, but they do not get the same favorable terms the Manufacturer gives the Wholesale Dealer, so the price is **not** lowered to the Consumer.

YOU CAN SAVE all these Middlemen's Profits and Expenses in buying *Ingersoll Paint* "Direct" from our Factory at Factory Prices.

A report of a recent expert investigation covering 15 lines of productive business for a 10-year period gives the startling information that over 40 per cent of the price paid by Consumers for Merchandise goes into the pockets of Middlemen to cover their Profits, Expenses and Distribution Costs.

Based on this report, the following figures show—

What the "Retail System" Costs You

	Dealers' Price		Middlemen's Profits		Factory Price
Good Paints.....	\$4.00 less 40 % or		\$1.60 puts real value at		\$2.40
	3.75	" "	1.50	" "	2.25
Medium Grade Paints	3.50	" "	1.40	" "	2.10
	3.25	" "	1.30	" "	1.95
Low Grade Paints....	2.75	" "	1.10	" "	1.65
	2.50	" "	1.00	" "	1.50

These prices are for House Paints only.

By taking 40 per cent of Dealers' Prices (col. 1), you get total of all Middlemen's Profits (col. 2); and by deducting this amount from Dealers' Prices you find the **real value** (col. 3) of any Paint they offer you.

The Storekeeper may tell you good Paint can not be sold at our low prices. It can be, because we eliminate all the Middlemen and save you their combined Profits and Expenses as shown above.

The slogan of the Local Dealer is "Keep your money at home." We agree with him,—only keep the money in **YOUR** Bank account, not **HIS**, by buying **better** Paint "Direct from Factory" at Half the Dealers' prices.

It costs no more for labor to apply the **Best** Paint,

which will give you long years of satisfactory service, than it does to apply "low grade" Store Paints. You will **SAVE HALF** your future Paint bills by using the **BEST Paint—Ingersoll Paint.**

It is absolutely certain that the Dealer can not compete in Quality and Price with us who sell "Direct to you" at Factory Prices.

I think we have proved that Middlemen are an **unnecessary expense** in the Paint business; that the Jobber, Local Dealer, Supply Houses and all classes of Middlemen are not in business for pleasure, nor as a matter of philanthropy, but **solely for profit**; that they will not handle any article of merchandise on which they do not make a good profit; that the Consumer, purchasing from them, **must pay** not only the full value for his Paint, but **must pay in addition** their Profits and Expenses, which are always included in the Retail Price.

We believe that The Grange is absolutely right when it says in its Declaration of Purposes "*We must dispense with the surplus of Middlemen. * * We do not need them. * * Their exactions diminish our Profits.*" What do you think?

From P. R. Seifert, Nazareth, Pa.

"My Father always purchased *Ingersoll Paint* and it has given many years of protection to our buildings. Your prices are \$1.60 a gallon lower than local stores."

From J. F. Miller, So. Williamsport, Pa.

"I have used *Ingersoll Paint* on many occasions and am well pleased with it. The price is about \$2.00 less per gallon than our merchants are asking."

From T. K. Swan, Birds Run, Ohio

"I want to say that I got 10 gallons of White House Paint from you last Spring and was well pleased with it. I would have had to pay \$2.00 more a gallon if I purchased Paint at Retail Store, so I saved \$20.00 by using the *Ingersoll Paints.*"

The So-Called "Easy Payment Plan"

On top of the large amount of money wasted by Consumers in Middlemen's Profits, as shown in previous article, there has lately been devised a New Plan to further increase the cost of paint to Consumers. We refer to the so-called "Easy Payment Plan," by which the Customer pays approximately 10 per cent over and above regular retail prices for the privilege of buying his Paint with a small initial payment and the balance extended over three months or more.

If we stop to dissect this plan, we find that 10 per cent for three months is in reality at the rate of 40 per cent per annum on the deferred payments.

We would think a man crazy, or at least in need of a guardian, who borrowed money at the rate of 40 per cent, and yet this is exactly what people are doing in buying under the so-called "Easy Payment Plan."

I might suggest, if you want Paint and the money can not be conveniently spared at present, it would be far cheaper to borrow money from your Bank at the rate of 6 per cent per annum and buy your Paint for cash, rather than pay the extortionate 40 per cent per annum rate under the so-called "Easy Payment Plan." This would be particularly true if you purchased *Ingersoll Paint* Direct from our Factory at Factory Prices and also saved all Middlemen's Profits.

We believe this so-called "Easy Payment Plan" is in fact a very dangerous form of inflation and the most expensive way to buy Paint.

A man's best friend is his pocketbook; be kind to your friend. Don't waste his substance on "low grade" paints at high prices.

What Is The Best Paint

To determine "What is the Best Paint," a Joint Committee representing all Paint interests,—the Manufacturer, the Painter, and the Chemical expert,—some years ago made practical outdoor tests with over two hundred different kinds of Paint. Their report shows that the Best Paint must be made with a "combination of two or more Pigments." Of all Paints tested, White Lead and Oil,—used alone,—proved the least durable, "chalking" badly. This Expert Committee's report is unbiased, and conclusively settles the "Best Paint Question." This report shows that satisfactory, durable results cannot be obtained with White Lead and Oil Hand-Mixed Paint.

White Lead is a good pigment, but it must be used in combination with Oxide of Zinc and other pigments, as in *Ingersoll Paints*, to secure durability.

As the value of any Paint depends entirely on the service it will give you, there can be only one "Standard of Quality" and that is **DURABILITY**.

The Paint that will best protect and beautify your buildings for the longest period of time is the **BEST PAINT**.

Ingersoll Paints, in use over 84 years, have proved their superior durability and are the **ONLY** Paints that have held the continuous endorsement of The Grange for over 50 years. Can more positive proof,—that *Ingersoll Paint* is the Best Paint—be given?

Will a "chemical analysis" or "formula label" determine the value or lasting quality of a Paint to the Property Owner? **NO!!** If you are a chemist, the "formula label" may give you some idea as to the chemical contents, but to the average man it gives absolutely no information. In either case a "chemical analysis"

will tell nothing of the care used in mixing and grinding nor of the physical properties of the materials used, which are of the utmost importance in producing Good Paint.

Good Paint can be made only with painstaking care and knowledge that comes with years of experience. The *Ingersoll Paints* represent the experience of over three-quarters of a century in Paint Making.

To illustrate why "chemical analysis" will not show the value of the product:

The expert housewife, with a certain amount of flour and other materials, produces a batch of delicious biscuits. Someone else, given exactly the same materials, produces something more nearly resembling paving stones. A "chemical analysis" would show these two products to be identical and therefore equally good, in spite of the fact that one is a perfect food and the other worthless. The whole difference lies in the care and experience used in the making.

So it is with Paint. A "chemical analysis" will tell nothing of its value or usefulness. The only true test of Good Paint is durability proved by use. The materials used in its composition must be selected with due regard to both their chemical and physical characteristics and the whole thoroughly united into a homogeneous mixture that will not separate or disintegrate in the pail or on the surface to which it is applied.

The Property Owner who will leave the making of his Paint to a manufacturer who has devoted his entire life to the study of making Good Paint, and will rely on that Paint's record of superior durability and economy as demonstrated by over three-quarters of a Century's successful use,—will buy *Ingersoll Paints* and SAVE HALF his future Paint bills.

Read What L. J. Taber Says

THE NATIONAL GRANGE

P. OF H.

2

OFFICERS

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LOUIS J. TABER, MASTER

COLUMBUS, OHIO.

Jan. 28, 1924.

Patrons' Paint Works,
Mr. O. W. Ingersoll, Propr.,
243-245 Plymouth Street,
Brooklyn, N. Y.

My dear Mr. Ingersoll:-

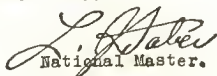
My attention has been called to the fact that the old, reliable Patrons' Paint Works are celebrating their Golden Jubilee anniversary this year.

I wish to congratulate you upon the fact that for a half century the relations between your company and the Grange, have been satisfactory, and I trust mutually beneficial.

You were one of the first paint manufacturers to go directly to the consumer, and to establish proper channels for reaching the men on the farms, who are users of paint. That you have continued to do business for a half century - that your business has grown and prospered, is a sufficient guarantee that your paints have had behind them that quality which makes possible a reputation for good material, fair prices and square dealing.

Again congratulating you upon past accomplishments, and hoping you can render still greater service in brightening and preserving the farm homes and farm buildings of America, I remain,

Yours very truly,


National Master.

Can We Serve You?

The Ingersoll Paint

Since 1842, when this Concern first engaged in the manufacture of Paint, Three Generations of Paint Makers have given their best thought and all their time to the making of just one thing—Ready-Mixed Paint—and the knowledge gained by these many years of practical experience is used in making the *Ingersoll Paints* of to-day.

Time has proved and experience demonstrated that the **Best Paint** for Durability, Color-lasting Qualities and Appearance is that Paint where all Pigments, Oils and Tinting Colors are so thoroughly combined by machine mixing and grinding that they will not separate or disintegrate either in the can or on the surface to which they are applied. Under our formulas and method of Paint-making this is accomplished, and the *Ingersoll Paint* comes to you a perfect Paint—ready for use.

For Over Half a Century the *Ingersoll Paint* has proved by use its superior durability under all climatic and weather conditions; and that properly applied it will not blister, fade, chalk, nor peel off, and therefore will give you the Best Paint Service.

The Ingersoll Paint is the ONLY PAINT which has held The Grange Endorsement continuously for Over 50 Years.

This Endorsement is the Best Guarantee of Quality EVER GIVEN any Paint.

Paint Value depends entirely on the service it gives; so there can be only one "Standard of Quality" for Paint and that is Durability. Irrespective of all else, the Paint that gives good appearance and best protects your buildings from the action of the weather for the longest period of time, IS THE BEST PAINT. You are assured of this Good Service in the use of *Ingersoll Paint*.

Next to Quality, in importance, is Cost.

To accomplish Price Saving for Consumers, in 1874 we Eliminated Middlemen "who produce not,—only reap." The big burden of their Profits and Expenses adds nothing to the Quality of the Paint, and is simply a waste of Property Owners' money.

You Save all the Profits and Expenses of several Middlemen in buying *Ingersoll Paint* Direct from our Factory, at Factory Prices, and also receive the benefit of reduced cost in manufacture resulting from our long experience as Paint-Makers.

A Satisfied Customer is the best advertisement any Paint can have. Our Satisfied Customers are our best salesmen. In this way, solely by force of merit, the *Ingersoll Paint* has introduced itself throughout the United States. See Pages 42 to 47.


We firmly believe the *Ingersoll Paint* is not only equal in durability, color and finish to the Best Paint sold by Dealers, but that it will last longer, look better and prove more satisfactory than other Paints selling at nearly double our prices.

Our Factory Prices "Direct to You" are given on Pages 23 to 25, this Book. We want your order, we want the orders of your friends; for we know both you and your friends having used *Ingersoll Paint* and learned its superior qualities, will be glad to join Our Army of Satisfied Customers.

For the PRESERVATION of YOUR PROPERTY and of YOUR POCKET-BOOK, you should read:—


	Page
What the Retail System Costs You.....	10
The so-called Easy Payment Plan.....	13
What is the Best Paint?.....	14
Our Free Delivery Offer.....	26
Why White Lead "Chalks".....	39

You can't mix Paint with a stick by hand



SAME PAINT
after standing
a short time.

MATERIALS
SEPARATED
proving
no mixture



TO properly combine Pigments and Oil requires powerful high-speed Steam Mills and Mixers, and a Three-Story Factory.

Ingersoll Paint is not touched by hand after the Pigments and Oil are put into the big Steam Mixer on the top floor of our Factory. The Pigments and Oil are given several hours' agitation in this rapidly revolving Mixer making **175 revolutions a minute**, and the Mixture is then run through a powerful French Burr Stone Mill, making **280 revolutions a minute**. The Liquid Form of the Mixture permits us to set the stones of the Mill very close together, producing great pressure by which **every particle of Pigment is ground to atoms** so small as to be invisible to the naked eye, and is thoroughly incorporated with the Oil, which has become just hot enough from the heat generated by the friction and pressure of the rapidly revolving Mill to completely receive and appropriate it. From this Mill the compound passes into other Steam Mixers and is again **subjected to extreme agitation** for several hours, and is finally delivered into the Storage Tanks on the third floor below, a perfectly combined Paint.

Continuous hand-stirring, day and night, for six months, could not possibly accomplish what our powerful machinery has thus effected in twenty-four hours; hence we say to you that it is impossible to produce Good Paint or combine Pigments and Oil by Hand-Mixing.

THE INGERSOLL WAY OF DOING BUSINESS

FROM FACTORY
OVER THE HEADS
OF THE MIDDLEMEN

TO CONSUMER



DIRECT DEALING SAVES YOU
ALL THESE MIDDLEMEN'S
EXPENSES AND PROFITS.

LOWEST PRICES TO ALL
SPECIAL FAVORS TO NONE.

BEST POSSIBLE QUALITY
LOWEST POSSIBLE PRICE

The Ingersoll Way

A glance at the picture on the opposite page shows how we do business **RIGHT OVER THE HEADS OF THE MIDDLEMEN**, absolutely doing away with every unnecessary Cost and Expense which stands between us, the Paint Maker, and you, the Paint User.

**WE GIVE YOU THE BENEFIT OF ALL
THESE SAVINGS**

At our Rock Bottom Factory Prices, you buy *Ingersoll Paints* for **LESS MONEY** than any Dealer can purchase the **same grade** of Paint from a Manufacturer; and, in addition, you **ALSO SAVE** all the Middlemen's Profits and Expenses.

We give our very best Prices and Terms at once, and make no further Discounts.

We do not consider it a fair way of doing business to quote such Prices as would enable us to give "Special Discounts" to a special few. Such a method of doing business means that nine-tenths of the Customers pay more for the Goods than they are really worth.

**Our Motto is: LOWEST PRICES TO ALL;
SPECIAL FAVORS TO NONE**

Our method ensures to every Customer alike, whether he wants ten gallons or a thousand gallons, the Lowest Possible Factory Price at which the Best Paint can be made and sold "Direct to Consumer," for Spot Cash. In buying from us—

AS SHOWN IN THE PICTURE—

YOU SAVE all cost of the "Retail System"—the expenses and profits of all the Middlemen who handle the Paint from the time it leaves the Factory until it reaches you. This has been shown on Page 10 to be **40 per cent** of the Retail Price.

YOU RECEIVE the benefit of all these savings made by eliminating the Middlemen and full return for your money in **Paint value**.

For Net Cash Prices see Pages 23 to 25.

Liquid Rubber Paints

We do not believe a Better or More Durable Paint is produced.

Ingersoll Liquid Rubber Paints have stood the test of over 50 years' use and proved themselves to be most durable and color-lasting. They are made in Pure Snow White and bright, clear shades and tints. Properly applied according to directions, they give a smooth, waterproof finish, which best resists the action of the elements—hence the name "Liquid Rubber."

Under our formula the tendency of White Lead to "chalk" and Oxide of Zinc to "scale" is overcome. The use of Refined Linseed Oil enables us to produce a Pure Snow White Paint, not possible with ordinary Linseed Oil. The Pigments and Oil are thoroughly united by machine mixing and grinding, producing a perfectly combined Paint that will give you years of satisfactory service.

MELLO-TONE FLAT AND CHINA GLOSS ENAMEL PAINTS

For inside use on walls, ceilings, woodwork, furniture and all interior surfaces. Made in Snow White and Nine Delicate Tints. Artistic, sanitary and economical. Can be washed without injury. For full description, see Mello-Tone Sample Card.

Our system of "Direct Dealing" enables us to offer you these Best Quality Paints at lower prices than you must pay for ordinary common Mixed Paints from Storekeepers and Middlemen of all classes. See Page 10.

NOVEMBER 1st, 1929

INGERSOLL PAINTS

Wholesale Prices

*Market conditions make these prices
subject to change without notice.*

ROCK BOTTOM FACTORY PRICES FOR "SPOT
CASH" WITH ORDER. Customer to Pay the Freight.

"Liquid Rubber" Paints

The paint that best preserves and protects your buildings
for the longest period of time is the **BEST PAINT**, and
that is what we here offer you.

Dealers charge \$3.75 to \$4.25 for this quality. Buying
Direct from Factory, YOU SAVE over \$1.00 a gallon.

HOUSE PAINTS—The best possible quality.

NET CASH PRICES per gallon	{ CANS ONE GALLON	{ PAILS 2 TO 4 GALLONS	{ DRUMS 5 TO 45 GALLONS	{ BARRELS 50 TO 55 GALLONS
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WHITE PAINTS

Outside Snow White "Gloss A"	\$2.75	\$2.65	\$2.60	\$2.55
Inside Snow White "Flat C"	2.75	2.65	2.60	2.55

Quarts, 80c. Half Gallons, \$1.45 each.

No. Colors and Shades for Outside and Inside use.

31	Light Stone	\$2.60	\$2.50	\$2.45	\$2.40
39	Light Straw	2.60	2.50	2.45	2.40
42	Dark Quaker Drab	2.60	2.50	2.45	2.40
43	Quaker Drab	2.60	2.50	2.45	2.40
48	Olive Green	2.60	2.50	2.45	2.40
49	Venetian Red	2.60	2.50	2.45	2.40
53	Dark Brown	2.60	2.50	2.45	2.40
54	Light Cream	2.60	2.50	2.45	2.40
69	Gloss Black	2.60	2.50	2.45	2.40
126	Light Brown	2.60	2.50	2.45	2.40
210	Yellow Fawn	2.60	2.50	2.45	2.40
211	Pearl Gray	2.60	2.50	2.45	2.40
212	Van Dyke Drab	2.60	2.50	2.45	2.40
213	Seal Brown	2.60	2.50	2.45	2.40

(Price List continued on next page)

How to Order Paint

To prevent mistakes:—Please use our Order Blanks.

Give distinctly the Name, Railway Depot, County and State of the Person to whom you wish the Paint shipped.

Give your full Name, Post Office Address, County and State.

You will Save Money by Ordering your Paint put up, so far as possible, in Drums and Barrels. Freight is one-third less than on Paint in Pails. Small orders, if sent by "Parcel Post," must be in cans. Send Postage.

We make shipment of all orders within 24 hours of their receipt, Railway conditions permitting,

REMEMBER:—CASH MUST ALWAYS COME WITH ORDER TO SECURE THESE PRICES.

Money may be sent by Registered Letter, Postal Money Order, Draft, or your own Check, made payable to the order of **Patrons' Paint Works, Inc. 245 Plymouth Street, Brooklyn, N.Y.**

Special Prepaid Freight Offer

ON \$35.00 PAINT ORDERS

While *Ingersoll Paints* are sold only at our factory and delivered to you F. O. B. New York, we feel certain that your use of our Paint will prove so satisfactory that we will receive many other orders from your locality. Therefore, as a "Special Inducement,"

WE WILL PREPAY FREIGHT on CASH ORDERS

for Paints, Stains and Varnishes herein quoted, amounting to **\$35.00** or over shipped at **ONE TIME** to **ONE ADDRESS**, to any railway depot **EAST** of the Mississippi River and **NORTH** of the Ohio River including Virginia. Exception:—In the State of Maine we prepay to Portland only. To all other points, we will make **part freight allowance** on **\$35.00** Paint orders. This offer does not include other supplies not manufactured by us.

We do not pay Express Charges, but **make freight allowance** on **\$35.00** Paint orders shipped by Express.

So,—the Whole U. S. is Next Door to Our Factory

Get your neighbors to order with you. Orders for several people may be put up separately and combined in **ONE** shipment to secure freight allowance.

This offer subject to cancellation without notice.

Address **PATRONS' PAINT WORKS, Inc.**
243-245 Plymouth Street Brooklyn, N. Y.
THE OLDEST READY-MIXED PAINT FACTORY IN AMERICA

Indestructible Paints

TO meet the large demand for a good, low-priced Paint for houses, barns, and out-buildings, and all work where the Best Paint is not required, we succeeded, some thirty-five years ago, in producing this *Indestructible Paint*, with the full confidence that it would meet with every requirement in a satisfactory manner.

That this belief was justified is proved by the many flattering testimonials received and a constantly increasing demand.

These *Indestructible Paints* are ready-mixed for immediate use in Cream White and twenty-one different colors. In quality, durability, and finish, they will be found far superior to any Paints sold by Dealers at very much higher prices.

On page 25 you will find our low factory prices. For Colors see *Indestructible Sample Card*.

We confidently recommend the *Indestructible Paints* for satisfactory, economical work.

CAUTION AND WARNING

Owing to the great success of *Ingersoll Paints*, they have often been imitated. The name of our concern, our methods of doing business, and even our brands have been copied.

A poor article is never imitated.

While imitation is the sincerest form of flattery, and a splendid testimony to the good qualities of our Paint, we say,—Beware of the man who endeavors to do business on the reputation of another. A manufacturer with dishonest business methods is more than likely to turn out dishonest goods.

To protect yourself BE SURE our name is on every package, and address communications to

PATRONS' PAINT WORKS

243-245 Plymouth St.

Brooklyn, N. Y.

Directions for Applying Paint

BEFORE painting buildings, remove all loose scales, dust and dirt, which can be done with scraping-knife, wire brush and duster.

Cover all knots and sappy spots with shellac.

Never apply paint during extremely cold weather nor on a damp surface, because frost and moisture locked in the wood will later cause paint to peel. Begin work on the sunny side of the house and follow the sun around the building.

For durable results, use a ready-mixed paint of established reputation, whose ingredients are ground and mixed thoroughly by machinery in correct proportion to an even consistency impossible to obtain by hand-mixing.

Priming Coat—New work or dried out surfaces should be primed before being painted. This thin coat, made by adding one-half gallon Raw Linseed Oil to each gallon of Paint, will penetrate the wood, thoroughly fill the pores, and make a firm foundation for the two coats to follow. A very small percentage of Pure Gum Turpentine can sometimes be added to advantage.

On all repainting jobs where the wood is in fair condition, two coats will give good results. For the first coat add one quart Pure Raw Linseed Oil to each gallon of Paint, and for the second coat apply the Paint just as you receive it from the factory.

Do not add cheap materials or thinners to make the Paint work easily. They destroy the life of the oil and consequently impair the durability of the Paint.

Give the Paint sufficient time to dry hard between coats.

After first coat is applied, putty all cracks and nail holes with good Linseed Oil putty.

Using a clean brush, lay the Paint on *with* the grain of the wood, brush into the surface *cross-grain*, and finish *with* the grain, rubbing out only sufficiently to give a smooth even coating.

Brick surfaces, same directions as above, excepting add fifty per cent more Linseed Oil for thinning.

Do not try to make the Paint cover more than the specified number of square feet per gallon. Measure your buildings carefully and order enough Paint to do the job well.

To prevent brush marks, work toward the Paint just applied, from a dry to a wet surface, lifting the brush gently at the end of the stroke.

Interior Painting

Inside Flat White "C" and Inside China Gloss Enamel White are for inside use only. Either of these Paints can be tinted to any light shade by adding coloring matter.

All colors and tints of our Liquid Rubber Paints are for inside use where a medium gloss surface is desired that will not collect dirt and can be easily kept clean.

New plastered walls and plaster board should be given a coat of Linseed Varnish Sizing or Glue Sizing before painting. Painted walls and interior woodwork should be washed clean before repainting.

Thinning—All Inside Paints, Enamel Paints, Floor Paints, Auto and Wagon Paints, Stains and Varnishes, if too thick to work properly, should be thinned with a small percentage of Pure Gum Turpentine.

Remember—a good article can be spoiled by misuse, and the durability of the job will depend upon the care taken in preparing the surface and applying the Paint.

FOR BEST RESULTS, USE INGERSOLL PAINTS

To Secure a Satisfactory Job

Be sure that the entire contents of each can or keg of Paint are thoroughly stirred before using, and that directions given on previous pages for applying Paint are carefully followed.

THE REASON WHY the Best Paint will not stand if applied on a surface which contains frost or moisture is that Moisture, locked in the wood by an air-tight coat of Paint, will be expanded into vapor by the heat of the sun and, in expanding, blister and lift the Paint off. **Be sure the surface is free from moisture.**

THE REASON WHY a thick, heavy-bodied coat of Paint applied directly on a weather-beaten or porous surface must necessarily cake, scale and crumble off, is that the porous wood, acting as a sponge, absorbs all or nearly all the Oil from the Paint, and leaves nothing but the Pigment on the surface, without sufficient Oil to bind it together. **Be sure a thin Oil Priming Coat is first applied to such surfaces and so avoid this difficulty.**

We have provided you with Good Paint.

We have given such explicit detailed instructions for applying the Paint that any handy man can do the job.

Absolutely satisfactory results are assured if you follow these directions.

If our Paints are not used as directed, we cannot be responsible for the results.

COVERING CAPACITY

Ingersoll Paints will cover as much surface and cover it as well as any Paint on the market.

On the average, the most surface any good Paint covers, without the addition of Oil, is 200 square feet to the gallon—two coats.

How to Estimate Quantity of Paint Required.

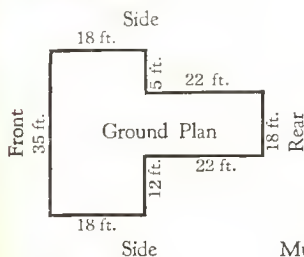
One gallon covers 200 sq. ft. on ordinary house work (dressed timbers), **two coats**, which is all the surface any Paint will cover, unless oil is added.

For buildings add the number of feet front, rear, and both sides together, multiply the total by the height, and divide the result by 200, which will give the number of gallons of Body Color required for **two coats**. Ordinarily, one gallon of trimming color will be required for every 6 gallons of body color. Seven pairs of full size outside shutters will require one gallon to give **both sides two coats**.

If the wood is new, or dry and porous, an extra allowance should be made for first coat, on account of soakage. It is always advisable to order at one time the **full amount** required to complete the work.

ILLUSTRATION.

Two Story Extension House,
20 feet in height.



House has 2 Doors and
25 pair of Blinds.

To find Body Color.

Main building.

Front, 35 ft.
Side, 18 "
Side, 18 "
Rear, 5 "
Rear, 12 "

Extension.

Side,	22	"
Side,	22	"
Rear,	18	"

Total, 150 “

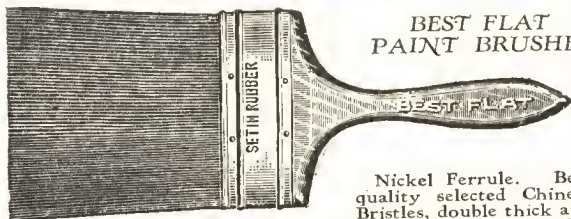
Multiply by height, 20 "

$$\begin{array}{r} \text{Divide by 200)} \overline{3,000} \text{ (15 gals.)} \\ 3,000 \end{array}$$

This house will therefore require for **two coats**, 15 gallons of Body Color, 2½ gallons of Trimming Color, and, allowing the two doors to equal 3 pair of Blinds, you would count on 28 pair of Blinds, requiring 4 gallons.

Brushes

A GOOD Paint job requires not only GOOD PAINT, but also a GOOD BRUSH with which to apply it. We offer you here a fine line of Paint and Varnish Brushes, made from the Best Chinese Bristles, set in Rubber and guaranteed not to shed Bristles or come apart, which will prove in every way satisfactory. ALL BRUSHES DELIVERED FREE.



**BEST FLAT
PAINT BRUSHES**

Nickel Ferrule. Best quality selected Chinese Bristles, double thick and extra long, securely vulcanized in hard rubber setting. Impossible for bristles to come out. The most serviceable Brush for house painting and all flat surface work.

Sizes	3½ inches	4 inches
Cash prices	\$1.70	\$2.15

FAVORITE FLAT PAINT BRUSHES

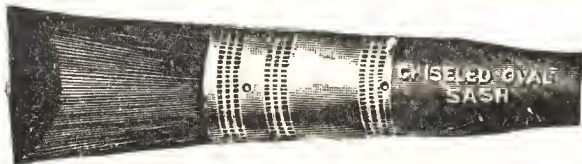
A very good brush. Made from a good quality of Chinese bristles set in rubber. Will not shed bristles. Will be found a very satisfactory brush for ordinary work.

Sizes	3½ inches	4 inches
Cash prices	\$.95	\$1.25

SUPER FLAT VARNISH BRUSHES

Best Chinese Bristles—double thick, chisel pointed and set in Vulcanized Rubber. A fine brush for fine work, that will not shed bristles.

Sizes	2 inches	2½ inches	3 inches
Cash prices	\$.55	\$.70	\$.90



CHISELED OVAL SASH BRUSHES

Nickel Ferrule, Double Thick Chinese Bristles, chisel pointed Set in rubber vulcanized, will not shed bristles.

Sizes	No. 3	No. 4	No. 5
Cash prices	\$.30	\$.35	\$.40

Harmonious Colors

A building may be ever so handsome in design, and utterly ruined in appearance by the wrong selection of colors in painting; while, on the contrary, a very ordinary building may be made very effective by a careful and judicious selection of colors.

There is possibly nothing prettier than Pure White for the body, with Chrome Green No. 83 or Myrtle Green No. 230 for blinds, for small cottages or for buildings surrounded by shrubbery and trees.

In many cases, White would be too glaring; and for such buildings, we suggest the following combinations of colors in

INGERSOLL'S LIQUID RUBBER PAINTS

Using No. 54 Light Cream, No. 219 Buff or No. 39 Light Straw for body, and White for trimming, with No. 48 Olive Green or No. 230 Myrtle Green for blinds, you will have a building painted in the "Old Colonial Style." Other combinations are:—

For Body Shade	Trimming Shade	Blind Shade
No. 54	No. 126	No. 213
No. 222	No. 126	No. 42
No. 225	No. 48	No. 234
No. 233	No. 212	No. 213
No. 126	No. 213	No. 53
No. 217	No. 223	No. 213
No. 215	No. 48	No. 49
No. 227	No. 215	No. 48
No. 49	No. 48	No. 230
No. 213	No. 53	No. 215
No. 228	No. 126	No. 42
No. 211	No. 235	No. 229
No. 219	No. 42	No. 48
No. 48	No. 230	No. 234
No. 31	No. 212	No. 213
No. 212	No. 213	No. 53

(Color combinations continued on next page.)

Your use of the Ingersoll Paint will prove the truth of all claims made

INGERSOLL'S LIQUID RUBBER PAINTS—(Continued)

For Body Shade	Trimming Shade	Blind Shade
No. 43	No. 215	No. 48
No. 210	No. 215	No. 48
Snow White	No. 126	No. 42
Snow White	No. 212	No. 230

For above shades, see Liquid Rubber Color Card, mailed free.

The above combinations are subject to infinite variety by transposing the trimming and body colors, or using the Blind color as a trimming color.

For porch ceilings use either the body color of the house or Pea Green No. 225 as being most restful to the eye.

INDESTRUCTIBLE PAINTS

The following combinations are suggested in using the Indestructible Cottage and Barn Paints.

Body Shade S	Trimming Shade T	Blind Shade X
" " P	" " B	" " I
" " V	" " T	" " X
" " W	" " B	" " D
" " Y	" " T	" " X
" " B	" " D	" " A
" " H	" " E	" " D
" " I	" " D	" " H
" " M	" " B	" " I
" " L	" " D	" " A
" " A	" " F	" " C
" " O	" " T	" " X
" " P	" " T	" " X
" " O	" Cream White	" " D
" Cream White	" No trimming	" " Z
" Cream White	" Shade B	" " D
" Cream White	" " T	" " X

Outbuildings may be painted in same colors as house.
For above shades, see Indestructible Sample Card.

From Harry A. Palm, Lexington, Ohio

"We have used Ingersoll Paint for 35 years and have also used others, but find Ingersoll Paint is best and costs less money."

Adamant Floor Paints

Good Floor Paint must dry hard as stone in order to stand the wear and tear of feet and scraping chairs.

It must dry with a gloss for appearance sake and be of such color as will least show the dirt.

We believe the Ingersoll Adamant Floor Paint, made from selected Pigments mixed in Hard Drying Floor Varnish, will meet these requirements.

This Paint can also be used as an Enamel Paint on all wood-work.

Made in four colors—See Liquid Rubber Sample Card.
For Net Cash Factory Prices,—See Page 24.

Carriage—Auto—Wagon Paints

The Ingersoll Carriage, Automobile and Wagon Paints are made in four colors as shown on Liquid Rubber Sample Card.

These Paints are mixed in Coach Body Varnish and dry with a firm, hard gloss, and will last and look well for a long time.

At a merely nominal cost you can make your Vehicles or Farm Machinery look like new.

Before Painting clean the surface and smooth off rough and uneven places with fine sand paper; then apply an even, flowing coat of Paint and let stand until thoroughly hard before using. Sometimes a second coat is required.

If thinning is required, use a small percentage of Pure Gum Turpentine.

A quart of Paint will be sufficient for an ordinary buggy and a half gallon for a larger vehicle.

For Net Cash Factory Prices,—See Page 24.

Staining and Varnishing

Where it is desired to finish soft, new wood in imitation of Oak, Mahogany, Cherry or Walnut, it can be done best with **Ingersoll Combined Varnish Stain and Filler**.

These Stains are for interior use only. By applying either a light or heavy coat, an imitation of light or dark Hardwood can be secured. After the Stain has become hard, give one or two coats of **Ingersoll Hard Oil Varnish**. This will bring out the grain of the wood in all its beauty of light and shade. When the final coat is thoroughly hard it can be rubbed down with rotten stone and Oil if you wish the dull polished effect.

When used on Floors, the finishing coat should be **Ingersoll Hard Drying Floor Varnish**.

For Net Cash Factory Prices,—See Page 25.

Roof Painting

Owing to the expansion and contraction of Tin and Iron roofs by heat and cold, only the Best Paint having sufficient elasticity to take care of the go and come of metal surfaces should be used; otherwise, as you have probably noticed in the use of cheap ordinary Roof Paints, the Paint will crack and chip off.

We particularly caution our Customers against using Cheap Roof Paints containing coal tar and other inferior materials. Such Paints give no lasting protection and ruin your roofs so that Good Paint, if afterwards applied, will not hold on the surfaces.

In painting of Shingle Roofs, particularly if old and weather-beaten, the Paint for first coat must be thinned very considerably with pure Raw Linseed Oil to fill pores of the wood, and extra allowance of Paint made to provide for "soakage" between shingles.

The Paints here specified will give you the best and most economical service:—

INGERSOLL'S METALLIC ROOF PAINT

No. 72 on Liquid Rubber Sample Card

This Paint is made specially for Tin and Iron Roofs. Being somewhat elastic, it will not chip or scale off, and, as its base is Oxide of Iron, it will preserve the metal surface from rust.

Over half a Century's use **has proved it** the Best Paint made for all metal surfaces. Factory Price Page 24.

INDESTRUCTIBLE ROOF and BARN PAINT

These Paints, shades "C" and "E", are Metallic Oxide Paints for Tin and Iron Roofs. Shades "A" and "H" are for Shingle Roofs, Barns and Outbuildings. They are all **low in price but good in quality** as proved by many years use, and are recommended for satisfactory, durable work. Factory Prices Page 25; Colors—Indestructible Sample Card.

LINSEED OIL SHINGLE STAINS

From the standpoint of **appearance and durability**, Ingersoll Linseed Oil Shingle Stains will always give you the very best possible results on shingle roofs and siding. The oil penetrates the wood, fills the pores and seals the surface against the action of the weather, giving you all the protection of the best Paint. These Stains are made in **all colors** shown on our Liquid Rubber Sample Card and are **non-fading**.

You probably know that Creosote Stains are simply a wood dye and offer little weather protection. Their colors change and fade in a short time giving the roof or building an unsightly, blotched appearance. These faults have all been overcome in our Linseed Oil Shingle Stains.

To our mind, nothing can be more artistic than a shingled bungalow or roof coated with our permanent Linseed Oil Stains in soft shades of Green, Brown, Red or Yellow. The siding can be stained a different color from the roof, and, with window frames and door casings trimmed in White or other appropriate color, you will secure a **very pleasing and lasting result**.

For Net Cash Factory Prices,—See Page 24.

What Customers Say

OFFICE OF NATIONAL GRANGE, P. of H.

From Oliver Wilson, Master Nat'l Grange,
Peoria, Ill., March 5th, 1919.

"The *Ingersoll Paint* I ordered four years ago to be sent to Harlingen, Texas has stood that climate which is hard on the ordinary Paint **much better than other paints** on buildings which were painted about the same time."

MARYLAND STATE GRANGE

From B. John Black, Master, Roslyn, Md.

"I used the *Ingersoll Paints* very satisfactorily last summer and expect to use more this year. I will send you the new Roster of the Maryland State Grange as soon as it is published so you can get in touch with our Patrons."

From Rev. W. Desmarais,
St. Anselm's College, Manchester, N. H.

"Last year's order of *Ingersoll Paint* saved me \$15.00 on what 10 gallons of the same grade of paint in City Stores would have cost. Please send me your latest price list."

From E. G. Miller, Waterbury, Vt.

"You may feel free to cite the interior of the I. O. O. F. Hall here and my home where the *Ingersoll Paint* is used with **entire satisfaction**. I certainly will speak a good word for you."

From Jno. H. Miller, Huntington, W. Va.

"I am now using the *Ingersoll Paint* I purchased from you in December 1919, and it is needless to say it is **good paint**. I have been using it for 19 years and **know it is the best**. My neighbors think it is fine paint."

From G. C. Wheeler, Topeka, Kans.

"I have just noticed your advertisement in the National Grange Monthly. It has brought to mind the fact that my father, who was a painter before he was a farmer, used to swear by *Ingersoll Paints*. I am at present interested in painting my house and would be pleased to receive your paint literature."

From B. E. Gerth, Bristol, Conn.

"Enclosed find my order for Paint. In addition to this order I wish to thank you for the immediate attention given my last order. I have worked with paints for a long time and the *Ingersoll Paint* is **remarkable**. I have given my house the second coat, and it looks fine."

From B. M. Gaylord, Leslie, Mich.

"I must say that I have never spread any mixed Paint that is as good as the *Ingersoll Paint* for gloss, looks or wear. My house looks fine."

Why White Lead Chalks

THERE was a time, a great many years ago, when White Lead and Oil, Hand-Mixed, was supposed to make the best possible Paint.

Of late years, the Question is often asked by our Patrons, "Why does the best White Lead and Oil 'chalk' within a year from the time it is applied?"

The cause is easily found and the answer given by an examination of the facts.

White Lead is a carbonate of common Lead and contains Acid, which is **most destructive to Oil.**

White Lead is produced by corrosion, which should be by a slow, natural process, requiring six weeks; to-day it is corroded with powerful Acids in **twenty-four hours.**

White Lead, produced by this rapid, cheap method, is **very inferior**, and retains a certain amount of the acid with which it is corroded.

White Lead cannot be combined with Oil by **Hand-Mixing.** The minute you stop stirring, the Lead falls or settles to the bottom, proving that the particles of Lead have been simply mingled through the Oil, but **NOT** united or combined with it.

A Paint which will not hold together in the pail while being prepared cannot be expected to hold together when exposed to the action of the elements.

When White Lead and Oil Hand-Mixed Paints are applied to a building, the destructive acids contained in the Lead are set free by the action of the Sun and the Oxygen in the air. They immediately attack the Oil, eat and destroy its fibre, leaving nothing but the dry, powdered pigment on the surface.

The imperfect method of making Paint by hand-mixing only serves to assist in the work of destruction, so that, in a short time, a building painted with **Hand-Mixed Lead and Oil must, in accordance with Fixed Chemical Laws, "chalk."**

The best proof that you have used Pure White Lead Hand-Mixed is the fact that, in a year after your building is painted, you can rub your hand over the "chalked" surface and prove it to your satisfaction.

With the knowledge of these facts, you can come to only one conclusion, and that is: if you wish to paint your buildings with good, durable Paint, which will protect them against the action of the elements, **Hand-Mixed Lead and Oil Paint is not the Paint to use.**

Under the Ingersoll "private formulas" and method of paint-making, White Lead is used in combination with Oxide of Zinc and other pigments. The evil effects of the Acids in the Lead are overcome. The Pigments and the Oil are thoroughly combined so that they will not separate, producing a Paint of uniform consistency, and of the greatest possible durability. Therefore, if you want the Best Paint, that will protect your buildings against the action of the elements, use **INGERSOLL PAINTS.**



Ingersoll Paint vs. White Lead and Oil

Get prices of White Lead and Oil from your Local Dealer and fill in spaces provided in following formula. Add all together and you will have total cost for 7 gallons of White Lead Hand-Mixed Paint.

This is the formula, given by a White Lead Concern, to produce seven gallons of Paint:

100 lbs. White Lead in Oil @	\$	
4½ gals. Linseed Oil @		
Driers, Turpentine and Coloring.....		1.00
Painter's time mixing and tinting.....		2.00

Produces seven gallons.

Divide by 7)

Net Cost one gallon..... \$

As shown, a gallon of imperfect Hand-Mixed Paint that will "chalk" in a short time costs more than a gallon of the Best Paint—*Ingersoll Paint*—that will give years of protective service.

Why Painters Should Use Ingersoll Paint

We, like yourselves, have great objections to the ordinary Ready-Mixed Paints of today. They are, as a rule, made of cheap, flimsy materials and will not give satisfaction, but chalk and peel off in a comparatively short time. This is not only a loss to the Customer but a great injury to the reputation of the Painter using them. They work hard under the brush and a smooth even job is all but impossible to obtain; the extra cost for Labor to apply them is a loss to the Painter.

The "loading" of Ready-Mixed Paints to give weight, practiced by a great many Manufacturers, and the well-known objections to the use of Hand-Mixed Paints, puts the honest Painter, who most conscientiously desires to do good work, in a difficult position.

The better class of Painters, who thoroughly understand their business, early recognized the fact that a Paint made of Pure Materials, thoroughly combined and mixed by machinery, ready for use, would give more satisfactory results in every way,—a smoother and better finished job than was possible to obtain with imperfect Hand-Mixed Paints.

This class of Painters were the first to adopt the use of *Ingersoll Paints*. Some of our best friends and customers are Professional Painters who have been using *Ingersoll Paints* continuously for over 25 years, thus increasing their business and reputation for good work and satisfaction to the Customer.

Ingersoll Paints come already prepared for immediate use. All cost of Labor for hand-mixing is saved.

The pigments and oils are thoroughly combined by machinery, producing a Paint of great smoothness and durability that works easily under the brush and dries with a rich, hard gloss that will last and look well for years.

Ingersoll Paints are sold "Direct to you" at Factory Prices. There are no Middlemen's Profits and Expenses included in our price.

We can furnish you with **BETTER PAINT at LOWER PRICES** than Dealers charge, even with the percentage they allow you, so that you can underbid on any job without sacrificing quality.

What Customers Say

On the testimony of Customers we base all claims of superior quality for *Ingersoll Paint*—that it lasts longer and gives better finish and appearance than other paints.

Your use of the *Ingersoll Paints* will prove the truth of these facts.

From O. H. Kelly, Sec. National Grange, 1874

"The *Ingersoll Paint* preserves its brilliant whiteness to a charm. I consider I am benefiting our Members by recommending it."

From T. A. Thompson, Lec. National Grange, 1875

"I am greatly pleased with *Ingersoll Paint*. So much so, I commend it to Patrons everywhere."

From Mortimer Whitehead, Lec. National Grange, 1886

"In all my years of travel among Patrons, I find *Ingersoll Paint* in general use giving entire satisfaction."

From I. Frank Chandler, Exec. Com. Penn.

State Grange, 1895

"Dear Sir:—Have used *Ingersoll Paint* twice before and tested it alongside of White Lead and two other Mixed Paints. The **BEST PAINT** I ever used is *Ingersoll's*."

From Mrs. Evi Vandruff, Sec. Wantagh Grange, N. J.

"I can say from personal knowledge and 20 years' experience that the *Ingersoll Paints* are the best for retaining their gloss and freshness for years. Our Members say the *Ingersoll Paints* preserve and protect their buildings for the longest time, and your price saves them a lot of money."

From H. T. Garrett, Dep. Lec. Texas State Grange

"My knowledge of the good qualities of *Ingersoll Paint* extends way back to 1880 and I have always recommended its use to our Members."

From W. G. Vandebark, Bus. Agt. Ohio State Grange

"Your service has been so satisfactory to our Patrons that during the years I have been Business Agent, I have never had a complaint from a Patron using the *Ingersoll Paint*."

From Thos. H. Watlington, Exec. Com.

Ind. State Grange

"I assure you I heartily endorse *Ingersoll Paints*. I have been urging their use in Indiana for the past thirty years, and I have **never received a report of dissatisfaction**. On the contrary, Members find the quality of *Ingersoll Paints* the **best**, and say they received square, honorable treatment in all business transactions."

From D. B. Straight, Keeseville, N. Y.

"Everyone who uses *Ingersoll Paint* is very much pleased with the surface it covers and the price. I can speak **positively** of the **superior worth** of *Ingersoll Paint* from my experience of 30 years with it."

From C. F. Thompson, Beaver Falls, Pa.

"I have used *Ingersoll Paint* for the past 15 years and have always been pleased with the **fine service it renders**."

From J. B. Houck, Water Street, Pa.

"I will always speak a good word for *Ingersoll Paint* as I know it to be the **best on the market**, and your Factory Prices are way below Dealers' prices."

From J. H. Rockel, Pond Hill, Pa.

"I have used *Ingersoll Paint* for more than 20 years and it is the **best Paint I ever used**."

From R. Rutledge, Colling, Mich.

"I readily perceive you are interested not alone in the patronage which you have merited * * * * but that you are also **deeply interested** in the **welfare of your Customers**. Thus your business is conducted on the best business principles."

From Mrs. J. Mortimer, Croswell, Mich.

"I ordered *Ingersoll Paint* for my house last Spring and was perfectly satisfied with it. I can see five houses from my home painted with your Paint, all standing testimonials to the good quality of *Ingersoll Paint*."

From J. Corbit Hayes, Marshallton, Dela.

"I like *Ingersoll Paints*. They are satisfactory and from \$1.00 to \$1.50 a gallon cheaper than paints sold here."

From Henry W. Norris, Holly Springs, N. C.

"I have been a user of *Ingersoll Paints* for 45 years and have never found any others so satisfactory."

From D. R. Jones, Hammonton, N. J.

"The *Ingersoll Paint* arrived in best condition—creditable to you and to every employee as to the completeness of your packing, labelling, etc."

From Geo. I. Varney, Montague City, Mass.

"Your favor is at hand, and also the *Ingersoll Paint*. I want to thank you for the very prompt and honorable dealing you have given me. If I can be of service to you as a recognition of your square dealing I will be glad to do so."

From F. A. Wilson, Englishtown, N. J.

"I am a great admirer and strong believer in the excellence of the *Ingersoll Paint*—so much so that I shall never use any other."

From Alex. S. Tanner, Voluntown, Conn.

"I have used *Ingersoll Paints* for years past, and find they hold their glossy appearance without flaking, and are much more durable than high-priced ready-mixed paints or lead and oil.

From Wm. J. Vannort, Chestertown, Md.

"You will get my order. I am Past Master of our Grange, and have used *Ingersoll Paint* for 40 years. I am perfectly satisfied with results."

From Jos. M. George, Sudlersville, Md.

"We are users of *Ingersoll Paint* for three generations."

From Lewis E. Bolyard, Tunnelton, W. Va.

"*Ingersoll Paint* is fine and I am well pleased with it. I can not get Paint here as White as yours."

From B. F. Pilgrim, Wardensville, W. Va.

"As a painter I have used *Ingersoll Paint* and find it is the best quality."

From M. C. Myers, Mannington, W. Va.

"You can refer anyone to me as a user of *Ingersoll Paints*. I can say that *Ingersoll Paint* is the best Paint and the only Paint I ever used that was so thoroughly put together that it is the same all the way through."

From J. W. Richardson, Wachapreague, Va.

"Please send me your price list. I have been a user of *Ingersoll Paint* for over 30 years."

From C. C. Gaver, Hillsboro, Va.

"In my long and varied business experience I have never had dealings with any one more satisfactory than with the Patrons' Paint Works of Brooklyn, N. Y."

From John H. Wayland, Harrisonburg, Va.

"Some years ago I bought 30 gallons of *Ingersoll Paint* and put it on my buildings. It is still on and speaks for itself. Later I built my new house and of course used your Paint. I find I can save from \$1.00 to \$1.50 a gallon by using *Ingersoll Paint*.

From Harry Barnes, Nor. Sutton, N. H.

"I have used *Ingersoll Paint* for 20 years and it stands the test of time. That is why I re-order from you when necessary."

From Donley T. Kramm, Milton, Pa.

"My Father used *Ingersoll Paint* on his house and barn and after being on 14 years, it is still in fine condition."

From O. A. Wilson, Fairfield, Ohio

"For more than 20 years I have used various Paints, but *Ingersoll Paints* are the best. They work fine, cover good and look nice, and come to the customer at a big saving in price."

From J. A. Pudim, Bridgeport, Conn.

"My painters say they think *Ingersoll Paint* is the best ready mixed paint they ever used."

From H. A. Maxiner, Sarasota, Fla.

"I will gladly recommend *Ingersoll Paint* to any prospective Paint Buyers."

From Mrs. Sarah B. Pierce, Solon, Maine

"Please send me price list and color cards. I think *Ingersoll Paints* are the best made. Have used them more than 40 years."

From Geo. W. Willey, Benton, Maine

"I saw a house in Oakland, Maine painted some years ago with *Ingersoll Paint*. It looked fine. The owner said your Paint cost about one half as much as paint in the stores."

From R. W. Hopkins, Wallingford, Vt.

"The *Ingersoll Paint* I purchased from you about 3 years ago I am very well pleased with. It is better than Paint costing \$1.50 more per gallon at local dealers. It holds the color and does not turn yellow."

From F. S. Bellows, Wilmington, Vt.

"I am thinking about painting my buildings this Spring and want to inquire the price of your White Paint. I used *Ingersoll Paint* about 25 years ago and liked it very well."

From Dennis C. Sargent, Deering, N. H.

"*Ingersoll Paint* has no equal, and if my name will help you to any business use it as much as you like. I will use no other paint."

From N. Rosebery, Elmira, N. Y.

"About 9 years ago I painted two houses with a paint costing \$3.50 per gallon at Dealers and two houses with *Ingersoll Paint* costing \$1.60 less a gallon. I tell people to look the houses over. The *Ingersoll Paint* is by far the best."

From John C. Murphy, Huntington, N. Y.

"I have been a user of *Ingersoll Paint* for the past 20 years and I have always obtained good results and received courteous treatment from you. I always recommend the Patrons' Paint Works."

From Geo. A. Hess, Preston Hollow, N. Y.

"I am a painter and have used *Ingersoll Paint* and know it is good. I cannot afford to pay \$4.00 for store Paint when I can get better paint—*Ingersoll Paint*—at a saving of \$1.60 a gallon."

From Henry W. Morris, Holly Springs, N. C.

"Nearly fifty years ago I used *Ingersoll Paint*. I have not used any Paint since that gave **better satisfaction**, and oftentimes not as good. I want to paint a house now, and ask your present prices."

From J. H. Stockdale, Newark, Ohio.

"I used the *Ingersoll Paint* last year and find **none better**. A good article always sells again. Please send me your price list as I want to paint this Spring."

From Henry Bauer, Riverside, N. J.

"Your Paint recommends itself. The inside of my house is painted and stained with the *Ingersoll Paints and Stains* and is more than satisfactory."

From J. O. Humphrey, Port Richey, Fla.

"Please send me your color card and price list. I am going to build a house this coming Fall and will use no other paint but *Ingersoll's*."

From Arthur E. Rock, Roxbury, Maine.

"Last Fall the Grange here sent for some *Ingersoll Paint* and as I was the one to use it I will say that I **liked the way it worked** and from all appearances I think it will last for some time to come. I painted the Grange Hall when there was snow upon the ground but from the looks now I will say it has stood the weather **very good**."

From Miss C. B. Armstrong, Broad Run, Va.

"My brother has just ordered three gallons of your most excellent Paint. He says he has never used better paint. In the future, you will have our trade. The *Ingersoll Paints* cover almost **double the surface** of any other paint and give **perfect satisfaction**. It is a thoroughly good paint."

**From W. A. Pinney, Sec. Community Grange,
Mt. Victory, Ohio.**

"I am a painter and have painted nearly thirty years. I know what good paint is, and I feel confident in *Ingersoll White Paint* I will find a Paint that I can make a job with that will **give entire satisfaction**."

From G. A. Proctor, Townsend Harbor, Mass.

"We wish to get some Inside White Paint. The *Ingersoll Paint* now on my house has been there **forty years** and **seems better than anything I see nowadays**. Would like information and prices."

From M. Faubert, Jr., Norwood, R. I.

"The *Ingersoll Paint* is very satisfactory—the best I ever used."

From Nicholas Ball, Block Island, R. I.

"Since my first use of the *Ingersoll Paints*, I have no use for other paints. When in need of paint again I will certainly let you know as I am **more than pleased** with what I have used."

From F. D. Johnson, Whippany, N. J.

"I have bought the *Ingersoll Paint* twice and I am **very well pleased** with both the Paint and your methods of doing business."

From H. K. Wilson, Christiana, Pa.

"The *Ingersoll Paint* has given me **more satisfaction** than **higher priced Paints** I have used. I shall recommend them to my friends."

From J. F. McGaughey, Ford City, Pa.

"I have my house painted with the Paint I got from you last August and I am **well pleased with it**. It looks fine. I am going to recommend the *Ingersoll Paints*."

From C. F. Smith, Kalamazoo, Mich.

"I am sending you the names of friends who want Paint, knowing that after they use *Ingersoll Paint* they will be **perfectly satisfied**."

From B. B. Oyler, (Police Patrol, State of Ohio),
Buckeye Lake, Ohio.

"I am **very much pleased** with the *Ingersoll Liquid Rubber Paint*. It looks as if it will last a hundred years."

From David Johnson, Beatyestown, N. J.

"Please send me your Paint Book and Sample Cards also information in regard to paints. The *Ingersoll Paint* which I received from you last Spring was **most satisfactory**."

From E. T. Barclay, Newark, N. Y.

"We were so **well pleased** with the *Ingersoll Paint* we bought from you last Spring, that we would like to get your prices and color cards for Floor and Barn Paints."

From Dennis O'Leary, L. I. City, N. Y.

"Paint received in good order. If the Paint is as square as your dealings, I should have but little trouble."

From F. B. Richardson, New Rochelle, N. Y.

"I have painted my bungalow in Bethel, Conn., one coat with *Ingersoll Paint* and it looks so good, that it almost seems useless to give it another coat. You can refer to me in any way. I doubt if the quality of *Ingersoll Paint* can be beaten."

CONTENTS

	Page
Dedication	2
Our Little Book	3, 4
Paint Making in America	5, 6, 7, 8
Paint Value	9
Retail System	10, 11, 12
Easy Payment Plan	13
What Is the Best Paint	14, 15
L. J. Taber's Letter	16
The Ingersoll Paints	17, 18
You Can't Mix Paint with a Stick	19
Illustration—From Factory to Consumer	20
The Ingersoll Way	21
Ingersoll Liquid Rubber Paint	22
Wholesale Factory Prices	23, 24
Indestructible Paint	27
Wholesale Factory Prices	25
How to Order Paint	26
Directions for Applying	28
Interior Painting	29
To Secure a Satisfactory Job	30
How to Estimate Quantity Required	31
Brush Price List	32
Selection of Harmonious Colors	33, 34
Adamant Floor Paints	35
Carriage, Auto, Wagon Paints	35
Staining and Varnishing	36
Roof Painting	36
Linseed Oil Shingle Stains	37
Testimonials	38
Why White Lead Chalks	39, 40
Why Painters Should Use Ingersoll Paint	41
What Our Customers Say	42 to 47



THE INGERSOLL WAY OF DOING BUSINESS
 FROM FACTORY
 OVER THE HEADS
 OF THE MIDDLEMEN
 TO CONSUMER



LOWEST PRICES TO ALL
 SPECIAL FAVORS TO NONE.

DIRECT DEALING SAVES YOU
 ALL THESE MIDDLEMEN'S
 EXPENSES AND PROFITS.

BEST POSSIBLE QUALITY
 LOWEST POSSIBLE PRICE.